

COMMUNITY DEVELOPMENT PLAN STEERING COMMITTEE
PUBLIC MEETING
Tuesday, July 14, 2020, 5 PM

MINUTES

The Ipswich Community Development Plan (CDP) Steering Committee participated in this meeting remotely using <https://zoom.us/> in accordance with the Governor's March 12 Order suspending provisions of the Open Meeting Law to promote public health and safety and social distancing.

Members present: Chris Sandulli, Carolyn Britt, David Feldman, Ingrid Miles, Christopher Morse, Jay Stanbury, Peter Eliot, Philippa Drew, Walter Hartford, Jacob Borgman, Helen Weatherall, Willie Whitmore, Kerrie Bates

Planning Staff present: Kristen Grubbs

Consultants present: Anna Callahan

Other citizens present: Paul Norberg, Charlotte Kahn

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1. Adopt minutes from June 23, 2020 meeting
 2. Discussion of draft CDP goals and strategies
 3. New Business not reasonably anticipated more than 48 hours in advance of meeting
 4. Review next steps
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Zoom meeting was convened at 5:02pm. Town Planner Kristen Grubbs and Consultant Anna Callahan, from JM Goldson LLC, welcomed attendees to the meeting.

Committee members reviewed CDP Steering Committee meeting minutes from 6/23/20. Carolyn requested that an edit be made to the bullets on page 2 identifying her comments that certain strategies must be included and prioritized to meet critical climate planning goals such as electrification. David Feldman moved that the minutes be accepted as edited; Peter seconded the motion. A roll call vote on the motion was taken by all attending members; members unanimously voted yes to adopt the revised June 23, 2020 minutes.

Anna shared her screen to discuss a possible reorganization of the goals as well as to review the committee's comments on the draft strategies. See attached document which summarizes comments made, identifying points of agreement/support and disagreement/conflicts among the responses. The committee reviewed and discussed the comments. Anna will revise the strategies based on this input for the next meeting.

Anna reminded the committee of the project schedule. As the strategies continue to be revised, the consultants will also start developing an implementation matrix. The consultants will hold a meeting with town department directors so as to engage municipal staff in reviewing the strategies and discussing implementation. The next Steering Committee meeting will consist of reviewing the revised strategies and discussing implementation. Final CDP materials are currently scheduled to be presented to the Town at the end of September.

Meeting was adjourned at 6:54pm.

Minutes submitted by Kristen Grubbs, Town Planner

MINUTES APPROVED at CDP Steering Committee meeting 9/22/2020

J M Goldson

community preservation
+ planning

Ipswich Community Development Plan

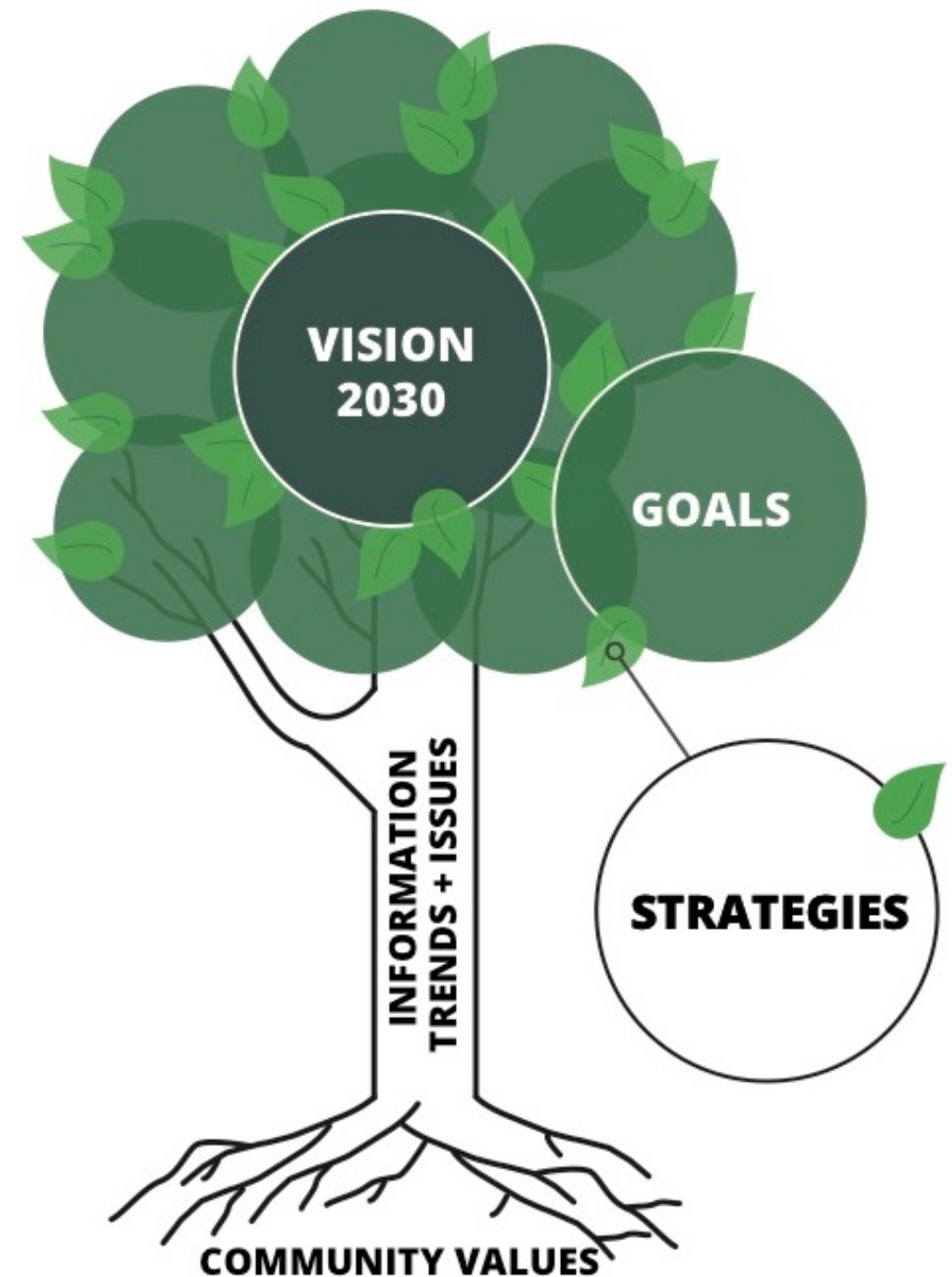
CDPSC MEETING 7/14/20

PRESENTED BY:

ANNA CALLAHAN

JM GOLDSON LLC

Graphic by JM Goldson LLC



Completed Tasks

- Project Kickoff Meeting
- Initial development and revision of CDP Goals
- CDP Goal Prioritization Survey

Current Focus

- CDP Strategies

Future Tasks

- Vet Goals and Strategies with Department Heads
- Develop Action Plan
- Draft CDP

Before we get back into strategies, let's take a step back to revisit how it all will fit together...

Vision:

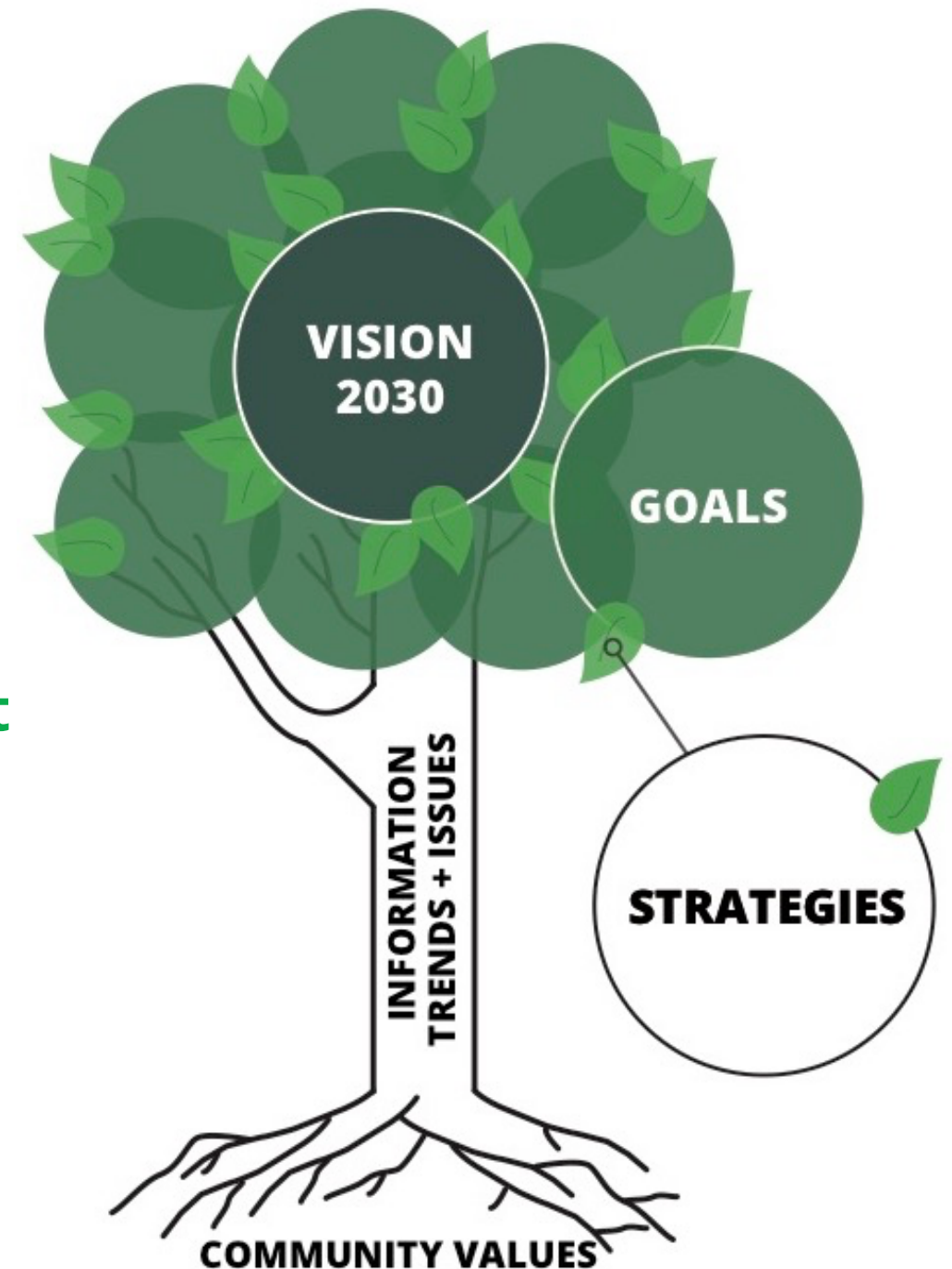
An aspirational view of what you want the community to be like in the future

Goals:

Components of the vision – conditions that you are aiming for

Strategies:

How you will achieve your goals



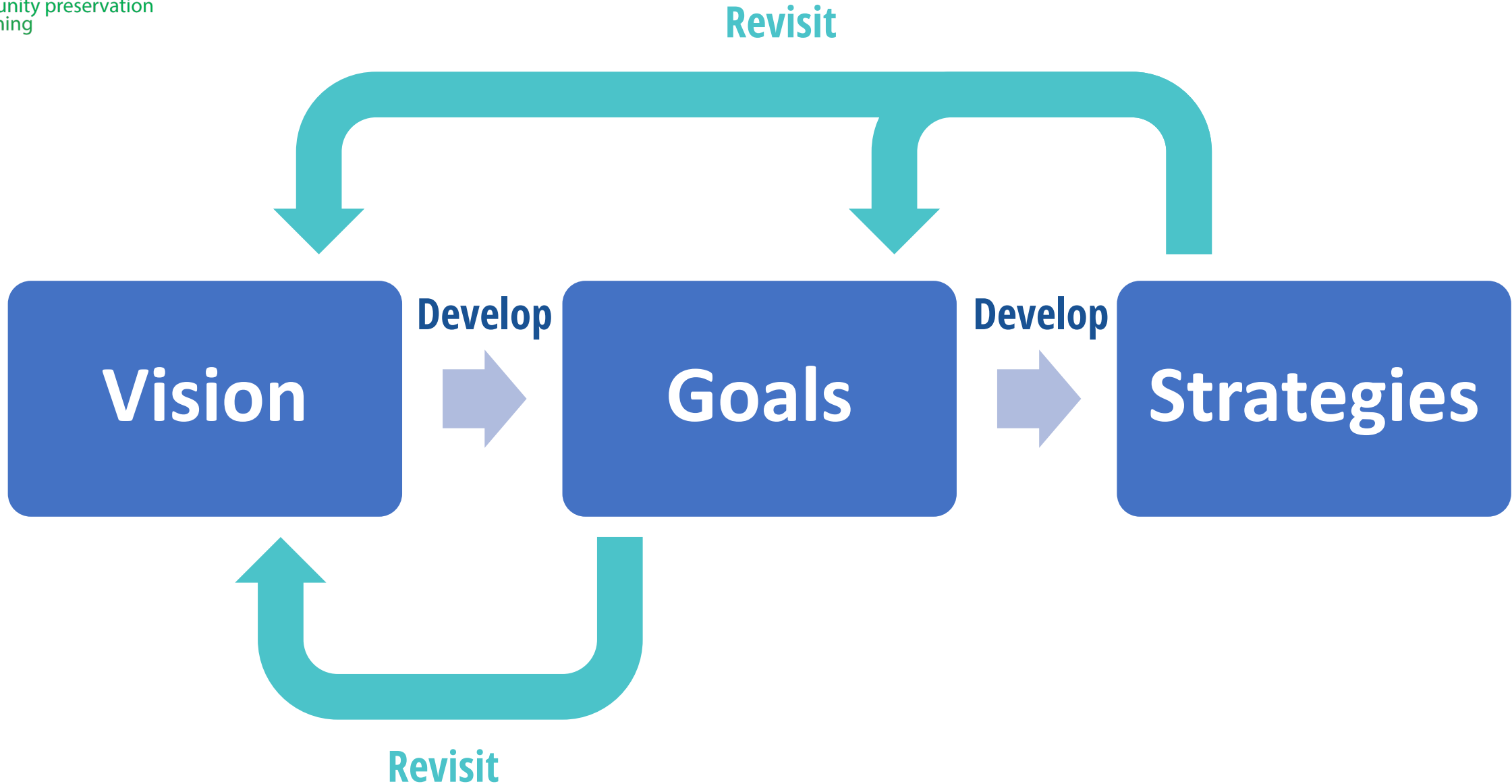
Vision

Ipswich in 2035: Environmentally-Responsive and Responsible

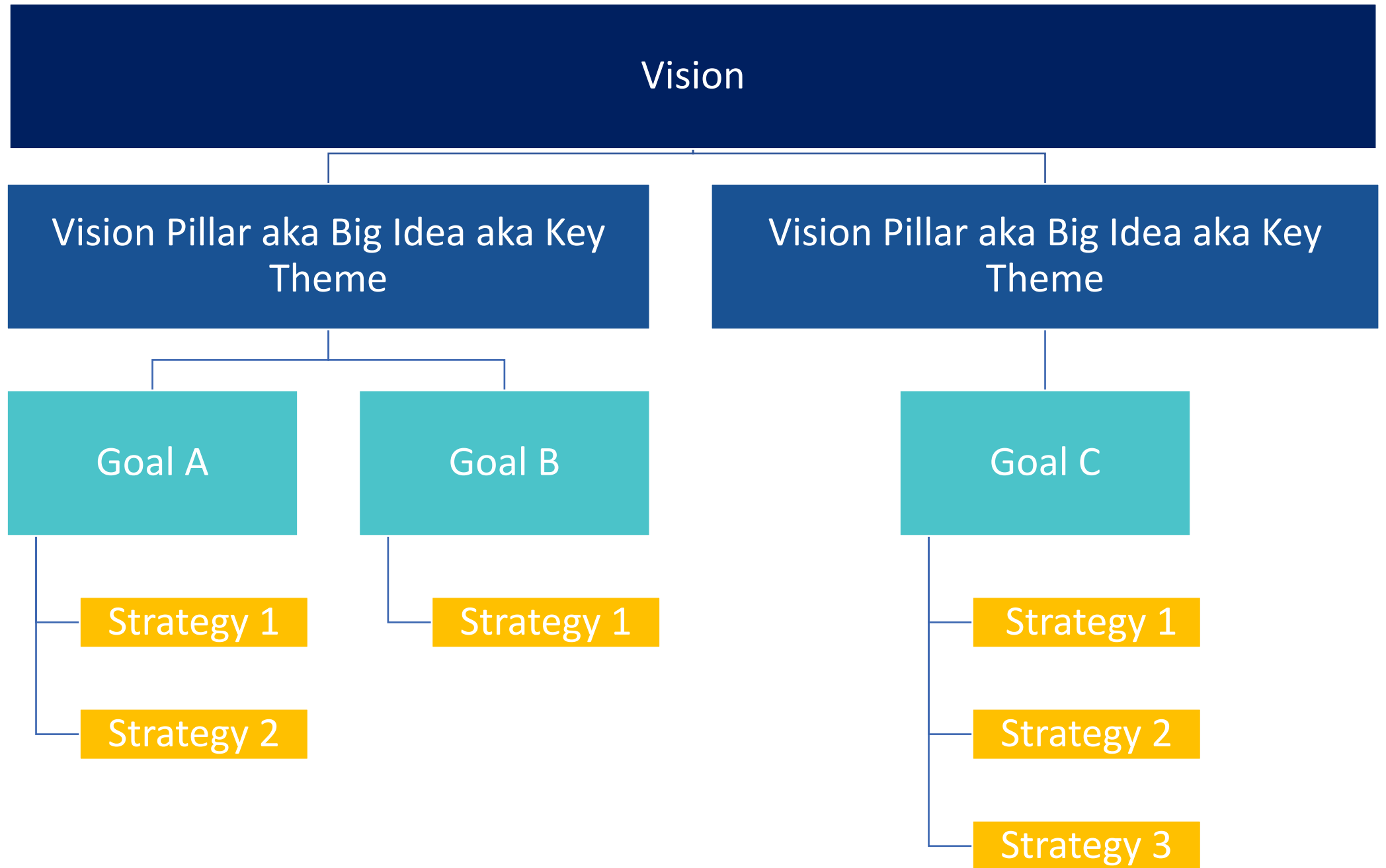
As a long-term visionary document, the Ipswich Community Development Plan will build on existing Town initiatives to plan for its physical evolution and growth. The Vision Statement is intended to be broad and flexible to hold over time. Only by first imagining where we want to go, can we figure out how to get there. This vision was initially developed from responses heard at the first community public forum on May 7th 2019 and responses from the online community survey—and later revised based on comments from the second community public forum on September 26th 2019.

In 2035, Ipswich remains a historic rural community defined by its agricultural and natural resources; its small-town local businesses; and vibrant historic downtown. But Ipswich is better equipped to quickly respond and appropriately manage change. Key infrastructure and vulnerable populations are protected—or able to easily bounce back—from flooding, drought, heat waves, and other climate events. New development is environmentally-responsive—including being appropriately-scaled and well-designed—and environmentally-responsible, including appropriately conserving water and energy. The community is able to balance increased economic activity with its small-town charms and provide high-quality town services in a transparent and equitable way. An expanded bike network offers residents safe alternatives to move throughout Ipswich and to access most of the town's destinations, including its natural and recreational resources.

- **RESILIENT AND SUSTAINABLE SERVICES:** Working collaboratively with its partners throughout the North Shore, Ipswich in 2035 is resilient and prepared to meet future challenges. Ipswich River and the Town's marshes, wildlife corridors, and other ecological resources are healthy and thriving. Ipswich is energy independent with its public buildings—and many residential and commercial buildings—powered by clean, renewable energy. In 2035, Ipswich has improved and expanded its public services and infrastructure, particularly its waste management and water supply, to support development. Regional collaborations and connections have improved, particularly around transportation and the water supply. Residents and new development conserve energy and water.
- **RESPONSIVE DEVELOPMENT:** New housing and business development continue to be concentrated in walkable areas, including the downtown and near the train station. Not only is new development sustainable, it pays special attention to the Town's historic character, natural green spaces, walkability, and access to services.
- **ECONOMIC VITALITY:** Diverse commercial development offers new amenities, entertainment, and retail opportunities to residents and to increase the Town's commercial tax base. Existing major employers continue to adapt, innovate, and grow, with supportive regulations in place, such as streamlined permitting, flexible zoning, and transportation connectivity.
- **MORE HOUSING OPPORTUNITIES:** The Town's housing stock in 2035 is a mix of apartments, condominiums, and single-family houses that can accommodate a range of socially and economically diverse households, including young adults, older adults, large families, and people with disabilities.
- **THRIVING DOWNTOWN:** Downtown Ipswich continues to be a popular gathering space for town events, programs, and performances for community members of all ages. The Town continues to foster social connections that celebrate the increasing diversity of its residents. Residents are able to stroll along the Ipswich River using the expanded Riverwalk. Downtown storefronts are still populated by local owner-operated businesses—and more Ipswich residents work from their homes or in town.







Ipswich in 2035: Environmentally-Responsive and Responsible

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In 2035, Ipswich remains a historic rural community defined by its agricultural and natural resources; its small-town local businesses; and vibrant historic downtown. But Ipswich is better equipped to quickly respond and appropriately manage change. Key infrastructure and vulnerable populations are protected—or able to easily bounce back—from flooding, drought, heat waves, and other climate events. New development is environmentally-responsive—including being appropriately-scaled and well-designed—and environmentally-responsible, including appropriately conserving water and energy. The community is able to balance increased economic activity with its small-town charms and provide high-quality town services in a transparent and equitable way. An expanded bike network offers residents safe alternatives to move throughout Ipswich and to access most of the town's destinations, including its natural and recreational resources.

- **RESILIENT AND SUSTAINABLE SERVICES:** Working collaboratively with its partners throughout the North Shore, Ipswich in 2035 is resilient and prepared to meet future challenges. Ipswich River and the Town's marshes, wildlife corridors, and other ecological resources are healthy and thriving. Ipswich is energy independent with its public buildings—and many residential and commercial buildings—powered by clean, renewable energy. In 2035, Ipswich has improved and expanded its public services and infrastructure, particularly its waste management and water supply, to support development. Regional collaborations and connections have improved, particularly around transportation and the water supply. Residents and new development conserve energy and water.

Vision

Vision Pillar aka Big Idea aka Key Theme

Goal A

Strategy 1

Vision

Vision Pillar aka Big Idea aka Priority Theme

Goal A

Strategy 1

RESILIENT AND SUSTAINABLE SERVICES AND INFRASTRUCTURE: Working collaboratively with its partners throughout the North Shore, Ipswich in 2035 is resilient and prepared to meet future challenges. Ipswich River and the Town's marshes, wildlife corridors, and other ecological resources are healthy and thriving. Ipswich is energy independent with its public buildings—and many residential and commercial buildings—powered by clean, renewable energy. In 2035, Ipswich has improved and expanded its public services and infrastructure, particularly for waste management and water supply, to support development. Regional collaborations and connections have improved, particularly around transportation and the water supply. Residents and new development conserve energy and water. Sustainability is integrated into curriculum, such as school-wide clean-up days, and into physical facilities, such as water conservation infrastructure or LED and motion-sensor lighting.

1. Public Infrastructure/Climate 1. RESILIENT INFRASTRUCTURE: Invest in natural systems and resilient infrastructure to buffer the town against anticipated climate trends, including sea level rise, drought, flooding, and heavier and more intense precipitation.

- a. Build on the Municipal Vulnerability Preparedness (MVP) plan and 2019 Community Resiliency Building Workshop and prioritize the top recommendations, strategies and measures.
- b. Continue working with neighboring communities, the Ipswich River Watershed Association, the Metropolitan Area Planning Council (MAPC) and other state organizations to share best practices and develop solutions to increase regional resiliency and address marsh and coastal erosion.
- c. Using the most current available data, projections, and tools for extreme weather occurrences, identify high-risk infrastructure in need of reinforcement, replacement, or rehabilitation and incorporate into the Town's capital planning. As part of this assess the feasibility of reducing flood riskss at Jeffrey's Neck Road, the Ipswich Mills Dam, and Downtown Ipswich, as identified in the *Great Marsh Coastal Adaptation Plan*.
- d. Continue to assess and monitor Ipswich's carrying capacity for water quality and supply, public services and critical infrastructure to guide future sustainable growth.
- e. Adopt land-use policies to conserve and protect key natural resources, promote infill development, and focus new development in areas best suited to accommodate it.
- f. Continue to integrate current sustainability standards for new construction and rehabilitation.

Now what did you all say in your worksheets?

- **Identify critical strategies to prioritize**
- **Identify strategies you felt were unrealistic/not feasible**
- **Suggest new strategies to add**
- **Other general comments, suggestions, and feedback.**

Why not include **EVERYTHING** in the plan?

The major failure of many plans has been trying to do too much at once.

How should the town focus its efforts and investments over the next decade?



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Housing – Key Priorities

H1c. Inclusionary Zoning In-Lieu Payments	**** (4)
H1d. ADUs & Tiny Homes	***** (5)
H1f. Restructure Homebuyers Program	*** (3) ☹️
H2c. Repurpose underutilized properties	**** (4)
H2a. Zoning changes to allow multifamily and mixed use	**** (4)
H2b. Fossil Fuel bylaw	**** (4)
H3a. 40R Smart Growth / TOD	**** (4)

Housing - Controversial/Questions

H1b. Housing for All Group	* ☹ ☹	Concern: Does the housing partnership already fulfill this role?
H1h. Housing Trust Unit Production	☹ ☹	Suggestion: Reword
H2d. Repurpose conservation land	☹ ☹ ☹	Suggestion: Remove
H3b. Congregate Housing/Co-Living zoning changes	** ☹	Concern: contradicts the desired vision expressed by poll/workshop participants/attendees
H3c. Route 1 Mixed-Use	* ☹	Concern: Need to preserve what is left of scenic Route 1

Economic Development – Key Priorities

ED1d. Zoning change to establish home-based businesses in town center	*** (3)
ED2a. Regularly assess needs of existing businesses	** (2)
ED3a. Residential and Mixed-Use in Town Center	*** (3)
ED3d. Design guidelines for development in/near town center	** (2) Concern: Do these already exist?
ED3e. Allow outdoor seating, pop-ups, and public art	***** (5) ☹️ - public art can be visually terrible.
ED4e. Water quality issues to support shellfishing industry	*** (3)
ED5e. Preserve and enhance natural, cultural, economic, characteristics that attract tourists to Ipswich.	**** (4) Suggestion: Wordsmith goal to integrate this language.

Economic Development - Controversial/Questions

ED1a Economic Development Planner	** ☹️☹️	Suggestion: add sustainability with planner Concern: unrealistic strategy due to \$\$\$. Is the position needed? Does the chamber of commerce/rotary club already fulfill this role?
ED3b. Main Streets Organization	**☹️☹️	Suggestion: Doesn't the business roundtable/chamber of commerce/rotary club already fulfill this role?
ED5f. Promote active transportation (biking/walking) to explore village center	*** ☹️	Concern: no bicycle trails or lanes to use. Can't promote what isn't there. Concern: Pointing visitors to sites creates to "tourist traps" and ruins discovery.
Goal 1 (New Jobs) and 2 (Existing Businesses)		Suggestion: Combine
NEW 4d. Review local regulations, such as permitting requirements that adversely impact farming and farm stands.		Suggestion: Add
NEW 4e. Re-establish farmer's market		Suggestion: Add

Transportation– Key Priorities

T1a. Bike/Ped Plan	***** (5) Concern: will another plan just sit on the shelf? General support for the idea but more desire to see initiatives <u>implemented</u> .
T1b. Complete Streets Plan Projects	*** (3)
T1f. Sustainable Road Standards in Subdivision Standards	*** (3)
T4a. Parking management program	** (2)
T4b. Hammatt Street Parking Lot	***** (5)
T4c. Handicap/EV Parking	** (2)

Transportation- Controversial/Questions

T1g. Accessibility audit of trails		Concern: Is this already being done?
T1h. Bike share program	* 😞	Concern: already tried and failed
T1j. Evaluate potential for autonomous vehicles for Town shuttle.	😞 😞 *	Suggestion: Remove
T2 a&b. Regional Connections	😞 😞 😞	<p>Concern: not a high priority. Should be undertaken by others.</p> <p>Suggestion: Keep strategies but integrate idea of regional transit strategy into other goals.</p>
T3a. Evaluate critical intersections to improve safety.	*** (3) 😞	Concern: should be undertaken by others.
T3b. Traffic Calming	** (2) 😞	

Public Infrastructure – Key Priorities

PIC1a. Build on MVP work	***** (5)
PIC1b. Identify high-risk infrastructure	***** (5)
PIC1c. Public outreach on municipal infrastructure capacity.	**** (4) Suggestion: add Electrification
PIC1d. Manage water infrastructure/demand and find new sources.	**** (4) Suggestion: rework to incorporate recommendations 2020 Neutral Growth Report
PIC1e. Adopt land-use policies to preserve natural resources.	***** (5) Concern: too vague, remove new development
PIC2a. Adopt land-use policies to reduce car dependency/promote mixed-use (ex: TOD)	***** (5)
PIC2b. Create incentives to lower water consumption	**** (4) Concern: is this a repeat of 1c?
PIC2c. Evaluate zoning effect on creating alternative energy generators	**** (4)
PIC2d. Encourage businesses to reduce packaging	***** (5)

Public Infrastructure – Key Priorities (cont.)

PIC5a. Evaluate land-use policies to protect sensitive areas from development	*** (3)
PIC5b. Preserve critical habitats and landscapes	***** (5) ☹️ Concern: Considerable resistance from townies and fiscal conservatives about open space bond.
PIC5 Natural Resource Protection.	Critical strategies are already being attended too. Not a high priority compared to other areas.

Public Infrastructure - Controversial/Questions

PIC1f. Incorporate sustainability standards for new construction/rehab PIC4b. Develop outreach programs to understand service needs. PIC4d. Create paramedicine program PIC4f. Inter-departmental collaboration		Concern: too vague Suggestion: Rework
PIC3. a-c. Regional Collaboration	** 😞	Concern: should be undertaken by others Suggestion: keep strategies but integrate into other goals.
PIC5a. Evaluate land-use policies to protect sensitive areas from development	*** (3)	
PIC5b. Preserve critical habitats and landscapes	***** (5) 😞	Concern: Considerable resistance from townies and fiscal conservatives about open space bond.
PIC5 Natural Resource Protection.		Critical strategies are already being attended too. Not a high priority compared to other areas.

NEW 2e. Work toward full electrification of buildings to the extent feasible within the next 20 years. Starting immediately with requiring new construction to be electric-only appliances (perhaps done limiting GHG emissions), and developing education programs and website information to assist all residents to move toward full electrification of residential energy use over the next 20 years.

Suggestion: Add

NEW 2f. Encourage businesses to reduce plastic use, particularly single-use plastic.

Suggestion: Add

NEW 2g. Increase the number of electric vehicle charging stations

Suggestion: Add

Consultant Team Next Steps:

- **Expanding strategies with more information/explanation of what each entails.**
- **Developing action plan**
- **Identifying case studies to include in the final plan**
- **Meeting with Department Managers**

Next Meeting (August):

- **Talk about implementation**
- **Review and provide feedback expanded strategies and action plan**
- **Report back on department managers feedback**